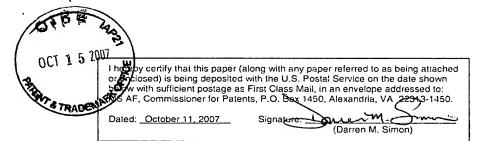
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Dated: October 11, 2007 Signature: (Darren M. Simo



EXPEDITED PROCEDURE

Group Art Unit: 3691

Docket No.: SONYJP 3.0-871

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Numaoka et al.

Application No.: 10/052,962

: Group Art Unit: 3691

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Filed: January 18, 2002

: Examiner: M. S. Tinkler

:

For: ADVERTISEMENT SPACE AUCTION

METHOD, APPARATUS AND STORAGE

MEDIUM

## AMENDMENT UNDER 37 CFR 1.116

MS AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated July 13, 2007, finally rejecting claims 1-7, please amend the above-identified U.S. patent application as follows: